MODULE 4

SUSTAINABLE TOURISM PRACTICES AND THE APPLICATION OF ICAM TO THE TOURISM INDUSTRY

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OBJECTIVES:

- To reinforce ICAM Concept and Principles outlined in Module III

- To explain the concept of Voluntary Sustainable Practice; Sustainable Tourism and Agenda 21

- To examine the role of public and private sectors in sustainable development practices

- To offer detailed guidelines to tourism management-related activities

OVERVIEW:

- Defines sustainable development as outlined at the UNCED Conference, 1992

- Outlines mandate of AGENDA 21 and its Programme of Action for the Travel and Tourism Industry

- Indentifies and outlines key action areas related to sustainability within the tourism sector that should be addressed by both public and private sectors

- Presents conservation and environmental programmes in the tourism industry with a focus on training and public awareness, institutional strengthening and greening operations

PROTECTING THE MARINE ENVIRONMENT

The duty of protecting the marine environment from land-based activities has been placed in the context of sustainable development by the United Nations Conference on Environment and Development (UNCED) (1992). The following necessary agreements were made:

- To apply preventive, precautionary approaches so as to avoid degradation of the marine environment, as well as to reduce the risk of long term or irreversible adverse effects upon it.

- To ensure prior assessment of activities that may have significant adverse impacts upon the marine environment.

- To integrate protection of the marine environment into relevant general environmental, social and economic development policies.

- To develop economic incentives, where appropriate, to apply clean technologies and other means consistent with the internalization of environmental costs, such as the 'Polluter Pays Principle,' so as to avoid degradation of the marine environment.

- To improve the living standards of coastal populations, particularly in developing countries, so as to contribute to reducing the degradation of the coastal and marine environment.

WHAT IS A VOLUNTARY SUSTAINABLE PRACTICE?

Voluntary sustainable practice is a system which should lead to continuous improvements in environmental performance. There are several advantages to adopting voluntary sustainable practices. Four of these are:

- they are cost effective
- they might also be identified as an effective alternative to regulations
- they will guarantee the life of the sector, by protecting its most important input, the environment
- they will improve the performance and image of the company and of the sector as a whole

SUSTAINABLE TOURISM AND AGENDA 21

The General Assembly of the United Nations called for 'A global Agenda for Change' to be formulated by the World Commission on Environment and Development. The Commission was chaired by Gro Harlem Bruntland and is called the Bruntland Commission.

According to the Brundtland Commission, sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

Agenda 21:
- is a comprehensive programme of action adopted by 182 governments at the United Nations Conference on Environment and Development (UNCED), at the Earth Summit, in Rio de Janero on 14 June 1992.

✎ Provides a blue print for securing the sustainable future of the planet, from now into the twenty-first century. It identifies the environmental and developmental issues which threaten to bring about economic and ecological catastrophe and presents a strategy for transition to more sustainable development practices.

✎ is a strategic plan of action to ensure that future generations have a chance of survival. Responsibility for its implementation includes both the public and the private sector. The burden is placed on the governments but many partnerships need to be brokered to complete this task. For it to be successful, the ultimate aim is a global partnership which heightens awareness of environmental and developmental issues within all sectors of the economy.

The World Travel and Tourism Council (WTTC) has translated Agenda 21 into a Programme of Action for the travel & tourism industry. The Programme of Action was developed to protect the natural and cultural resources which form the core of its business. Sustainable tourism depends to a large extent on partnerships between government, industry and other organizations.

The priority areas identified in the Programme of Action for the travel and tourism industry, targeted for Government departments, national tourism administrations and representatives of trade organizations are:

✎ assessing the capacity of the existing regulatory, economic, and voluntary framework to bring about sustainable tourism

✎ assessing the economic, social, cultural, and environmental implications of the organization's operations

✎ training, education, and public awareness

✎ planning for sustainable tourism development

✎ facilitating exchange of information, skills, and technology relating to sustainable tourism between developed and developing countries

✎ providing for the participation of <u>all</u> sectors of society

✎ design of new tourism products with sustainability at their core

✎ measuring progress in achieving sustainable development

✎ design for sustainability

✎ partnerships for sustainable development

The priority areas for companies are:

✎ waste minimization, reuse and recycling

✎ energy efficiency, conservation and management

✎ management of fresh water resources

✎ waste water management

✎ hazardous substances

✎ Transport

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✤   land-use planning and management

✤   involving staff, customers, and communities in environmental issues

✤   design for sustainability

✤   partnerships for sustainable development

The Programme of action for the travel & tourism industry identifies three core tools which can be used by governments to achieve its objectives. These are:

✤   introduction of new or strengthening of existing regulation to ensure the protection of human health and the environment.

✤   use of free market mechanisms by which the price of goods and services should increasingly reflect the environmental costs of resource inputs, manufacture, use, recycling, and disposal subject to country-specific conditions; (in developing countries these tools are expected to yield improvements in the areas of waste minimization, water management and energy management in developed countries it could lead to increases in the price of some services).

✤   industry-led voluntary-led programmes, which aim to ensure responsible and ethical management of products and processes for health and environmental aspects; the intention is to integrate environmental considerations into all elements of business planning and decision-making, fostering openness and dialogue with employees and the public.

TRAVEL & TOURISM: LEADING THE WAY

Travel and Tourism are the largest industries in the world and the largest foreign exchange earner. This suggests that tourism has the moral responsibility to take the lead in making the transition to sustainable development. It also has a vested interest in doing so.

The basis of the sector rests squarely on clean seas, pristine mountain slopes, unpolluted, litter-free streets, well-preserved buildings, archaeological sites, and diverse cultural traditions. Recently emphasis has been placed on specialty, nature-oriented and low-capacity tourism. Eco-tourism spans only a very small portion of the market. Real benefits lie in making all travel and tourism sustainable.

> Agenda 21 specifies actions that industry can take to bring about sustainable development and ways in which governments c a n facilitate this process.

Agenda 21 specifies actions that industry can take to bring about sustainable development and ways in which governments can facilitate this process. The WTTC translates Agenda 21 into an action programme for the travel and tourism industry.

It is expected that if these issues are addressed, travel and tourism will:
✤   create economic value for natural resources
✤   provide incentives and means for environmental enhancement of areas such as city centres and old industrial sites, including the creation of employment in these areas

↳ stimulate economic activities centered around infrastructure improvements such as water treatment plants

↳ research and develop environmentally sound technology and techniques including technology transfer between countries

↳ use communication opportunities with customers and host communities to pass on the messages and practices of sustainable development

↳ provide an opportunity for environmentally sound growth alternatives for developing countries which will lead to sustainable development patterns

↳ lead other industries in the adoption of business practices that contribute to sustainable development by asking suppliers to provide environmentally benign products and exchanging information and ideas on sound environmental management

The overall aim is to establish systems and procedures to incorporate sustainable development considerations at the core of the decision making process and to identify actions necessary to bring sustainable tourism development into being. Sustainability is a long-term process, and its foundations must be laid immediately.

Before any of the objectives can be achieved, an overall framework or plan for sustainable tourism programme must be developed, discussed and agreed to. The aim of the plan is to establish procedure to incorporate sustainable development considerations into all decisions made by the organization. The priority areas and objectives can then be approached within the context of the overall framework.

The following steps are necessary to incorporate sustainable development concepts into decision-making:

↳ Secure the commitment of top management to the concept of sustainability.

↳ Communicate to all staff the intention to develop a sustainable tourism programme and the objective of such a programme.

↳ Assess the environmental, economic, social and cultural impacts of tourism in the region.

↳ Prioritize areas for action, focusing on the priority areas identified by Agenda 21.

For each priority area, the steps will be to:

↳ Establish realistic achievable targets for each area measurable.

↳ Designate the principal organizations responsible for achieving each target specified and the partnership that will be needed.

↳ Implement action programmes.

↳ Monitor progress by comparing actual performance targets.

↳ Report internally and externally (clients).

The process of setting, monitoring and resetting targets will be continuous. As more countries develop sustainable tourism programmes, targets may be based on international comparison.

THE PUBLIC SECTOR

Priority One

> **Assessing the capacity of the existing regulatory, economic, and voluntary framework to bring about sustainable tourism.**

The objective is to assess current regulatory, economic and voluntary provision for sustainable tourism and to develop or advise on the development of policies that will facilitate the achievement of sustainable tourism. For example, building regulations, planning laws, health and safety regulations. Where none exists it will be necessary to access both the minimum standards desirable and the policing measures required to enforce them.

Government departments, national tourism administrations and trade organizations will need to:

- Assess the adequacy of the current regulatory (international and national) and voluntary framework for achieving the aims specified in the overall programme for sustainable tourism. If there is conflict over any of these special attention will be needed to overcome this.

- Develop partnerships with the relevant authorities and the Travel & Tourism industry to assess the best range of

regulatory, economic and voluntary instruments to bring about sustainability and the most appropriate circumstances for each or combinations of mechanisms.

- Use economic instruments to set true cost of goods sold, provide cost benefit analyses to companies wishing to implement waste minimization procedures reflect the real cost of energy take precautionary measures in handling hazardous waste.

- Assess incentives to result in good environmental practices.

- Encourage industry codes of practice in preference to regulation.

- Establish a sustainable tourism panel to facilitate the development of partnerships with all stakeholders.

Priority Two

> **Assessing the economic, social, cultural and environmental implications of the organization's operation**

The objective is to examine the internal operations of the organization in order to assess the implications of its own activities for sustainable development.

A complete review of the economic, social, cultural and environmental impacts of its operation and where necessary development of a corrective action plan to:

- maximize use of resources e.g., water and energy.

- treat waste water prior to discharge. Where possible recycle and reuse.

↳ minimize waste generation - through purchase and proper disposal.

↳ encourage staff to walk to work or car pool

↳ adopt equal employment strategies

↳ communicate environmental messages to internal and external clients

↳ ensure the organization marketing is a true representation of the targets seeked. Advise clients on how they can help conserve its unique environmental and cultural qualities.

Priority Three

Training, education, and public awareness

The objective is to educate all stakeholders in travel & tourism about the need to develop more sustainable forms of tourism and to provide them with the necessary skills to carry out task in this respect.

Training and educating the current managers is a fundamental step towards achieving Agenda 21.

Some of the key steps involved are outlined below:

↳ working with government departments responsible for education. The purpose is to get environmental and sustainable development message included in school courses especially higher education courses tourism.

↳ work with companies to form training networks to help smaller entities.

↳ work with travel and tourism companies and organizations to provide appropriate management skills to those in the industry.

↳ encourage companies to spread the message of sustainability to customers, communities and suppliers.

↳ work with the industry to develop in-service courses leading to recognized qualifications in environmental management in travel and tourism.

Priority Four

Planning for sustainable tourism development

The objective is to develop and implement effective land-use planning measures that maximize the potential environmental and economic benefits of travel and tourism while minimizing potential environmental and cultural damage.

Organizations should:

↳ work with local and regional planning authorities

↳ advise local authorities on the components of a sustainable tourism destination by providing guidance

↳ guide tourism development in particularly sensitive or protected areas

↳ ensure that planning regulations, measures or guidelines are implementable and capable of being effectively policed through voluntary and regulatory means

↬ help local and regional authorities to assess destination "capacity" as regards the availability of critical resources (including culture)

↬ in the area of transport: develop and promote cost-effective, efficient, less polluting transport systems

↬ work with local authorities and companies to ensure efficient operation of public transport and maintenance of transport infrastructure

↬ work with government departments, communities, and travel and tourism companies to provide safe cycle ways and footpaths for tourist and resident use and to implement other measures to reduce the need to use private motor vehicles for travel to and within the holiday destination

↬ devote attention to efficient transport management, especially as regards air and road transport

↬ integrate land-use and transport planning to reduce transport demand

↬ ensure that tourism and coastal development are complementary rather than conflicting

↬ use tourism as a tool for socio-economic development and environmental protection in sensitive areas such as coastal zones, etc.

Priority Five

Facilitating exchange of information, skills, and technology relating to sustainable tourism between developed and developing countries

The objective is to communicate the lessons of sustainable tourism between developed and developing nations. This can be achieved in the following ways:

↬ host seminars and practical workshops on environmental responsibility for other government departments, NTAs and trade organizations.

↬ advise developing countries on sources of funding and grant aid for the design and development of sustainable tourism programmes

Priority Six

Providing for the participation of ALL sectors of society

The objective is to ensure that all sectors of society, including women, indigenous peoples, the young and the old, are given an opportunity to participate in sustainable tourism development. This can be done by:

↬ promoting the participation of communities, women and indigenous people in tourism

↬ Ensuring access of these people to training and promotion opportunities as appropriate

↬ providing advice to regional authorities on working with local communities.

Priority Seven

Design of new tourism products with sustainability at their core

The objective is to develop partnerships with the relevant members of the travel & tourism industry and local authorities to ensure that new tourism products are designed to be sustainable at various levels - economically, socially, culturally and environmentally.

Sustainable tourism destinations will only come into being when all products are designed with environmental, cultural, and socio-economic criteria in mind

Tourism departments and trade organizations can help to ensure that all tourism products are sustainable by taking the following steps:

- planning authorities must define components of a sustainable resort in their area of jurisdiction.

- develop and implement environmental impact assessment procedure.

- ensure that new development include appropriate provisions for energy, water, waste water, and waste. Ensure that the requirements are included in the building regulations.

- develop alternative sources of fresh water or systems to recycle water in tourism areas where fresh water is scarce, and work with relevant bodies to provide water.

- ensure that materials and finishes employed in tourism developments do not harm health or the environment.

- ensure labor-intensive technologies are employed in construction so as to create employment, especially in areas of high unemployment.

- ensure that tourist facilities are built to withstand natural disorders such as storms, flooding, earthquakes, and landslides.

- help developers keep abreast of "cleaner" technology by work with specialists in this area.

- products by adopting or developing appropriate and meaningful green labels.

- encourage low-impact forest use.

- conserve mountain habitats.

- use carefully managed tourism as a tool for the protection of coastal zone.

- encourage partnerships between agriculture and tourism to safeguard productivity.

- use tourism as a tool to regenerate urban or industrial environments.

Priority Eight

Measuring progress in achieving sustainable development

The objective is to establish realistic indicators of sustainable tourism development, applicable at local and national levels, from which progress can be monitored and assessed. Module 4 - Table 1 provides an example of steps in devising environmental indicators.

Module 4 - Table 1

A step-wise approach to develop a set of environmental indicators to access the environmental quality of and pressures on the caribbean costal zone

STEP	ACTIVITY
1.	Identification of possible environmental issues and a first **selection of issues** based on their relevance for Caribbean coastal zone policy.
2.	Identification of cause and effect relations in terms of driving forces (human activities), pressure, state and impact for selected issues; **choice of pressure and state indicators.**
3.	Specification of **coastal spacial unit**s (pre-aggregation step units) for the identified pressure indicators.
4.	Identification of pre-aggregation methodologies per issue and indicators of **data requirements.**
5.	Assessment of the environmental conditions **(state)** and **pressures.**
6.	Vulnerability assessment of **coastal zone types** to environmental effects.
7.	Identification of **threats** and major pressures.

Measurement indicators for sustainable tourism can be established as outlined below:

↬ consider how available data may be used to assess progress towards sustainable tourism.

↬ work with the World Trade Organisation (WTO) to develop a key set of indicators which can be used by local and national authorities.

↬ exchange experience and indicators with other organizations.

Priority Nine

Partnerships for sustainable development

The objective is to develop partnerships to facilitate responsible entrepreneurship:

↬ develop a strong partnership between the public entities and the environment

↬ develop and maintain consistent policies as they relate to tourism

↬ facilitate information exchange

↬ recommend/introduce incentives and awareness-creation measures to assist the industry to adopt more sustainable procedures

↬ encourage responsible entrepreneurship

↬ encourage all branches of the industry to train people in environmental management

↬ work with government to ensure that necessary infrastructure is in place to facilitate sustainable development

↬ assist the industry to adopt suitable targets for energy and materials use reduction, waste minimization, fresh

water resource management, and waste water management and to achieve them consistently.

PRIVATE SECTOR

Every company within the industry should be able to actively participate, and sustainable tourism should result in a change in the way that business is conducted throughout the industry.

The steps for setting up an environmental management process are as follows:

↬ statement of company's commitment to the criteria of sustainability.

↬ an assessment of the impacts of the business on the environment and local development.

↬ involvement of staff and designation of an individual as responsible for environmental activities.

↬ the development and publication of an environmental policy (either stand-alone or as a part of the mission statement)

↬ identification of overall objectives for the environmental programme.

↬ definition of priority areas for action; this should focus on the priority areas identified by Agenda 21 and outlined in the sections that follow:

- prepare the ground by communicating objectives to staff

- measure current performance

- develop plans for improvement

- set targets

- implement action programmes

- monitor results

It is important to establish reporting procedures for the environmental programme to communicate results within the company, and to communicate results to stakeholders.

Priority One

Waste minimization, reuse & recycling

The objective is to minimize resource inputs, maximize product quality, and minimize waste outputs.

Action areas

- reduce waste burden by selecting products that have minimal waste implications
- select suppliers who agree to minimize the waste implications -- reuse non-essential packaging
- reuse products
- recycle where reduction and reuse is not possible or where more environmentally sound waste disposal routes are not appropriate
- dispose of unavoidable wastes responsibility
- encourage staff to employ the principles of waste minimization at home
- work with governments and other authorities to establish labeling schemes which provide realistic environmental achievements
- open recycling or disposal facilities to employees and local communities to improve destination quality.

Priority Two

Energy efficiency, conservation & management

The objective is to reduce energy use and reduce potentially damaging atmospheric emissions.

Action areas

- implement programmes to reduce energy wastage; a simple measure such as switching off equipment when not in use can bring substantial financial and environmental benefits as the first step in an energy management programme
- research alternative, environmentally benign methods of energy generation, such as solar, wind or biomass power
- develop, use and disseminate energy-saving technology
- integrate energy efficiency considerations into new developments
- training staff about the environmental initiatives to save energy.

Priority Three

Management of fresh water resources

The objective is to protect the quality of water resources and to use existing resources efficiently and equitably, Tourists use tens more water per person than the local community. Effective management of water use can cut utility use significantly and help communities to make more effective use of existing resources, minimising water use and protecting the quality of reserves.

Action areas

- take all possible measures to protect the quality of fresh water reserves and establish appropriate energy procedures, should reserves be under threat

↳ provide fresh water facilities for use by local communities in communal areas or pay for water infrastructure to be installed to serve the needs of both tourists and local communities

↳ minimize wastage of water by undertaking regular maintenance checks

↳ work with customers to reduce water demand. Place notices explaining to guest the importance of conserving water is just one example of a commonly used and effective initiative

↳ utilize water-saving devices to reduce water consumption while maintaining service quality

↳ plant drought-resistant species in landscaped areas

↳ develop appropriate environmental impact and design criteria to ensure that water conservation is a key element of new projects

↳ reuse and recycle water

↳ encourage staff and customers to incorporate components of the water management programme into daily procedures at home.

Priority Four

Waste water management

The objective is to minimise waste water outputs in order to protect the aquatic environment, to safeguard flora and fauna, and to conserve and protect the quality of resources.

Action areas

↳ use waste water treatment facilities

↳ establish where necessary waste water facilities

↳ establish catchment pools to eliminate the entry of chemicals into the water system

↳ establish programmes with staff, tourists, and communities to clean up degraded aquatic environments

↳ establish emergency procedures to ensure that the aquatic environment is protected

↳ avoid products containing hazardous substances

↳ dispose of waste water responsibly

Priority Five

Hazardous substances

The objective is to replace products containing potentially hazardous substances with more environmentally benign products.

Action areas

↳ examine the necessity for use of products containing potentially hazardous substances

↳ assess the full environmental and financial implications of new products prior to purchase

↳ where necessary form partnerships with governments and manufacturer to produce benign substances

↳ dispose of any unavoidable waste responsibly

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↳ set up inventories and storage procedures to guard against theft/accidents

↳ train all staff in the handling of such substances

↳ operate an open door policy with regards for communities and staff with regard to these substances.

Priority Six

Transport

The objective is to reduce or control harmful emissions into the atmosphere and other environmental effects of transport. This area of operations can result in high financial cost for the industry if ignored.

Action areas

↳ use a well-maintained and modern transport technology e.g. airlines

↳ encourage car pools, walk to work or bicycle programmes and work with planning authority to ensure that drop off points are well located

↳ work with suppliers to ensure that purchase are not delivered at peak times (congestion contributes to emissions) and that deliveries are fully loaded

↳ promote buy local campaigns

↳ work with government on an effect transportation policy consider transport as a part of development plans operate demand management to reduce the need for polluting modes of transport in favour o f less polluting modes and activities

Priority Seven

Land-use planning and management

The objective is to deal with the multiple demands on land in an equitable manner, ensuring that development is not visually intrusive and contributes to conserving environment and culture while generating income.

Overall destination quality is likely to be affected by poor management decisions, whether these are taken by tourism industry or other industries.

Action areas

↳ asses the potential environmental, cultural, social and economic impacts of new development

↳ take steps to avoid negative impacts and to minimize unavoidable impacts

↳ monitor the impacts of all process and procedures

↳ use local materials and labour when constructing new facilities. (Verify the source of goods)

↳ Employ technologies and material appropriate to local conditions in new developments and refurbishment

↳ work with planning authorities to establish adequate physical infrastructure and use of natural talents and resources (physical and human), including to the craft industry

↳ involve the local community in major development decisions

- consider carrying capacity and resource restraints when developing new products, especially in small islands

- work with other sectors to ensure balanced and complementary development patterns

Priority Eight

Involving staff, customers and communities in environmental issues

The objective is to protect and incorporate the interests of communities in developments and to encourage that the environmental lessons learnt by staff, customers and communities and put into practice in their homes.

Action areas

- listen to the host communities, and your staff

- provide economic outlets for local trades people

- discuss development plans and opportunities with local communities

- tell communities about the risks and environmental benefits of the business

- make sure all eligible members of the community have employment and promote employment opportunities within the company to raise public awareness

- provide specialized training to staff in key positions

- tell customers about your company's environmental initiatives

- work with local schools and colleges to integrate environmental issues into

primary and vocational education

- encourage or sponsor training for community members to enable them to participate in the environment and development process

- involve employees' families in environmental activities and events

- offer training opportunities to other businesses in the area

Priority Nine

Design for sustainability

The objective is to ensure that new technologies and products are designed to be less polluting, more efficient socially and culturally appropriate, and available worldwide.

Action areas

- develop company wide sustainable development policies

- increase research and development

- collect, analyse and exchange information on the relationship between transport and the environment

- provide information and support to schools and colleges about environmental issues to help building up institutional, scientific, planning and management capacities

- prepare adequately for natural disasters by designing and building appropriate structures

- establish international standards, where appropriate, as benchmarks

Priority Ten

Partnerships for sustainable development

The objective is to form partnerships to bring about long-term sustainability so that action by does not to jeopardize the future of many.

Action areas

- contribute to the economic well-being of communities

- foster dialogue between industry to arrive at joint solutions to problems

- work with small and medium-sized enterprises to exchange management skills, market development, and technological know-how, especially as regards the application of cleaner technology

- work with governments to establish an enabling framework for the achievement of sustainable development

- promote interaction between host communities and tourist. This increases understanding of cultures

- incorporate the concerns of communities, especially indigenous communities, in the planning process so that they effectively participate in sustainable development

- review on a continuous basis as international agreements and protocols with a view to understanding the conditions and implications on each business in the sector.

MANAGEMENT RELATED ACTIVITIES

Preparation and implementation of land and water use and siting policies.

- Environmental impact assessment, systematic observation and follow-up.

- Contingency plans for human induced and natural disasters.

- Improvement of coastal human settlements.

- Conservation and restoration of altered critical habitats.

- Integration of sectoral programmes.

- Human resource development and training.

- Implementation of integrated plans and programmes at appropriate levels.

- Public education, awareness and information programmes.

- Sound technology and sustainable practices.

- Environmental quality criteria.

- Conservation and environmental management programmes in the tourism industry

CONSERVATION AND ENVIRONMENTAL MANAGEMENT PROGRAMMES IN THE TOURISM INDUSTRY

Within the Caribbean region there are several organizations and institutions which have been established to address the issues of environmental management and sustainable development. Some of these have been in existence for many years while some have been established more recently. These organizations and institutions may be independent or be a part of an academic institution, a government agency or a non-governmental organization. The programmes developed by the these bodies may be targeted at the national level or the regional level and

may receive guidelines or co-operation through global initiatives. A list of some of these key institutions and organizations in the region are given in Appendix 3. Specifically relating to conservation and environmental management in the tourism industry these institutions and organizations may include in their mandate the following issues:

ᴥ   Water conservation

ᴥ   Solid waste reduction

ᴥ   Operation and maintenance of waste-water treatment plants

ᴥ   Establishment of an environmental rating scheme for hotels

ᴥ   Strengthening of environmental health at ports of entry

ᴥ   Guidelines for vector control using integrated pest management

ᴥ   Preparation of energy plans and adequate design and building for natural disasters

Training and Public Awareness

Aspects of training and public awareness include:

ᴥ   Increasing the awareness of the environment in the hotel sector

ᴥ   Development and implementation of training programmes in environmental health and tourism planning

ᴥ   Awareness programmes for the public

Institutional Strengthening

Aspects of institutional strengthening include:

ᴥ   Environmental health and tourism data bank

ᴥ   Strengthening of the public health inspectorate

ᴥ   Environmental health guidelines for sustainable tourism development.

The green hotel as good business

The green hotel should create positive benefits to any investor. These include:

ᴥ   Protecting the investment

ᴥ   Enhancing the investor's image

ᴥ   Saving planet earth

ᴥ   Protecting resources by

-   improving and managing coastal water quality

-   developing beach management programmes

-   developing landscaping programmes to enhance your environmental image

-   evaluating and improving sewage treatment facilities

-   designing wastewater treatment programmes

-   improving the management of solid waste disposal systems

-   evaluating the use and disposal of chemicals at your hotel

-   implementation of energy efficient practices

-   developing disaster management strategies.